

# Chart-A-Course: makes playing at your club great!

What difference can a scorecard make? Plenty. It can be just a scorecard, the kind golfers scribble on and throw away.

Or it can be Chart-A-Course, the special patented golf course score card that is absolutely unique in its field.

Chart-A-Course is the one golfers don't throw away. It goes along with them into the 19th hole for the post-game rehash.

Chart-A-Course is a four-color process mapped imprint of your own club layout showing distances from tee to all the important landmarks, and then to the center of the green.

Why is it important to know that it's 185 yards, say, from the big oak tree on your par five number sixteen to the center of the green?

It helps your golfers select the right club, for one thing. It reduces their chances of spoiling the shot by using the wrong club. They play the round more accurately and more rapidly. Do you know of another score card that can speed up play?

For country clubs, Chart-A-Course opens the door to a host of exciting opportunities. To start with it's the best looking scorecard around with your charted course on the front and on the back, copy about your club, its emblem and scoring space.

It's a distinguished signature for your club, for members and guests—a great public relations tool unbeatable for mail-outs, giveaways.

The artwork on it—your own charted course—can be reproduced on any other

club item to give your club a real signature—imagine it on napkins, placemats, menus and even blown-up and used as a wallmural in your grill room. Talk about conversation pieces!

Chart-A-Course because of its value as a post-game conversational vehicle, keeps your members around the club longer after the game, which means greater use of club facilities.

And best of all, Chart-A-Course is low-priced. After your first initial order, the price is less than 3¢ a card, a cost that should compare most favorably with that of your present "throwaway" cards.

"One of the best investments I have made," comments E. L. Ginther, manager of the El Dorado Country Club in Houston.

"A benefit to both course and golfer," says George Moore, manager of Savannah Country Club Resort.

Golf professional Jim Ferree cites Chart-A-Course for its' beneficial effect on play . . . "We have more people playing our course than ever before and we have to give much of the credit to Chart-A-Course."

For both country clubs and resort clubs, Chart-A-Course is proving itself time and again as the most effective promotional tool, goodwill instrument and Professional playing aid ever used.

Chart-A-Course is patented and copyrighted. There is no other scorecard like it. It beats all other charting methods currently in use, attaining almost perfect accuracy through the use of highly developed photogrammetry techniques.

Chart-A-Course has been selected to map courses for a number of the country's leading golf tournaments, including the recent Phoenix Open. The gallery follows the game better with Chart-A-Course Scorecards and they see a better brand of golf.

Check into Chart-A-Course Score Cards for your club today.



## Now Available: The Specialty Items Every Club Wants!

**Distinctive glassware** imprinted with your favorite charted holes for club and/or to merchandise to members or guests.

**Colorful napkins and placemats** for club use imprinted with the complete charted course or a particular hole—all in full color.

**Decorative mural** of your own charted course in full color. Perfect for any of your club's public rooms.

**Club charted course logo**—unusual, totally individual, instant distinction for clubs old and new. Can be imprinted on stationery, statements, business cards. Hundreds of uses.

**Greenskeeping cards**—blow-ups of all charted holes to increase efficiency.

With Chart-A-Course, Scorecards are just the beginning.



A true road map to lower scores



Executive offices: 4040 Southwest Freeway, Houston, Texas 77027 Phone (713) 621-7572

For more information circle number 133 on card